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RASCI
Retailers Association's
Skill Council of India

Participant Handbook

Sector
Retail

Sub-Sector
Retail Operations

Occupation
Store Operations



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NSQF Level 1

Retail
Store Ops Assistant

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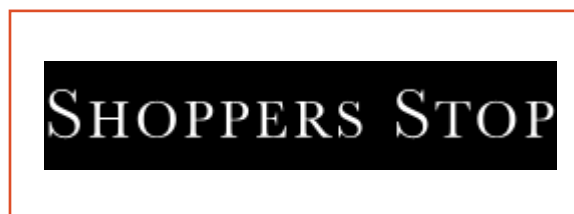


Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”

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About the Book

This participant handbook is designed to facilitate training for Retail Store Ops Assistant qualifications Pack (QP). It provides learners with the necessary knowledge to carry out the job roles and functions of a store operations assistant effectively.

The handbook describes strategies for individuals in this role to service internal and external customers in a retail environment with respect to product receiving, movement, storage and delivery. The handbook prepares individuals to develop necessary skills required for receiving, moving, storing and delivering products; maintaining inventory; and maintaining workplace health and safety while working cordially within the team and retail organisation. The handbook aims at rendering as much detail as is required for a Retail Store Ops Assistant to work effectively and efficiently in any retail environment.

The handbook is divided into eight National Occupational Standards (NOSs). NOSs are occupational standards which have been endorsed and agreed to by the industry leaders for various roles. The OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

Key characteristics of this handbook:

- (i) It enhances the understanding about the policies and regulations in retail sector.
- (ii) It provides guidance to perform essential functions safely and cautiously.
- (iii) It helps learners understand the job role and responsibilities of a Retail Store Ops Assistant.

Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.

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1. Introduction to Retail

Unit 1.1 - Definition of Retail

Unit 1.2 - Organised and Unorganised Retail

Unit 1.3 - Types of Organised Retail Formats

Unit 1.4 - Roles and Responsibilities of a
Retail Store Ops Assistant



Key Learning Outcomes

At the end of this module, you will be able to:

1. Discuss the concept of retailing.
2. Analyse the evolution of retail sector in India.
3. Describe the features of Indian retail industry.
4. Examine the retailer's role in a supply chain.
5. Illustrate the difference between organised and unorganised retail.
6. Provide the difference between organised and unorganised retailing in India.
7. Discuss the paradigm of organised and unorganised retail in India.
8. Compare various retail formats.
9. Classify store format and non-store format.
10. Describe the role of a retail store operation assistant.
11. Elaborate the responsibilities which Retail Store Ops Assistant needs to take and execute.

UNIT 1.1: Definition of Retail

Unit Objectives

At the end of this unit, you will be able to:

1. Describe retailing.
2. Evaluate the growth of retail sector in India.
3. Describe the features of Indian retail industry.
4. Illustrate the retailer's role in a supply chain.

1.1.1 What is Retailing?

Retailing can be described as a set of business activities that adds value to the goods and services sold to consumers for their use. Often people consider retailing to be only the sale of goods in stores. However, retailing also includes the sale of services such as overnight stay in a hotel, a health check-up by a doctor, a barber's haircut, a DVD on rent or home delivery of pizza. Not all retailing is done through stores. The direct sales of cosmetics, catalogue sales and online sales are examples of non-store retailing.

1.1.2 Evolution of Retail in India

In India, retail started long back through the Kirana store. It can be regarded as the first attempt by a local shopkeeper. The concept of shopping centre came into existence in 1869 with the Crawford market of Mumbai and new market of Kolkata in 1874. The underground shopping centre of Palika Bazaar in New Delhi was created in the late 1970s and mini-malls of Bangalore's Brigade Road came into being in 1980s.

The Government of India tried to penetrate into the rural India market through its franchisees known as Khadi Bhandar. The Khadi Bhandar act as outlets for merchandise produced by village industry which includes khadi, incense sticks, matchsticks, honey and decorative items made from earth and wood etc.

The industries entered the retailing market in the 1980s through dealer networks. In the 1980s, the big group of textile industry such as Grasim, Bombay Dyeing, Raymond and S. Kumar introduced the concept of retailing. In the manufacturing industry, the pioneers were Bata and DCM group. Titan created a number of showrooms for selling premium watches.

However, all the above mentioned efforts for retailing were done by the manufacturers. The actual retailer approach came into existence in 1999 with the creation of Crossroads in Mumbai and Ansal Plaza in Delhi.

By 2003, many other organisations were either planning to come into the retail market through the retail store or had initiated the establishment work. Currently, some popular groups which are operating the organised retail in different formats are shown in the picture given below.



Fig. 1.1 Various Retail Brands

1.1.3 Indian Retail Industry

Retail is presently the thriving sector of the Indian economy. It is gaining great attention from business organisations, entrepreneurs, builders, real estate owners and investors. India's retail sector has also gathered vibrancy, dynamism and momentum with international players entering in the Indian market and the country's existing players taking giant innovative leaps to woo customers. Moreover, the early participants are redefining their business strategies for staying competitive in the new market environment. The coming years are expected to witness a rapid progress in the organised retail industry with various leading international companies establishing their presence in India. They are adjusting their activities to suit local demands and buying behaviour while the regional players are trying to gain over the global players by utilising their knowledge of local markets.



Fig. 1.2 Retail Outlet

Retailing is the last stage in the distribution of merchandise. It is the last step in the supply chain and it connects the bulk products manufacturers to the consumers. Retailing covers a variety of products such as apparel, food, financial services, etc. Many manufacturers prefer to produce one basic type of product and sell their total inventory to as many customers as possible, but customers generally want to choose from a wide variety of products and services and buy a limited quantity. Retailers receive stocks of an assortment of products from a number of sources, buy in a huge quantities and sell them to customers in small amounts.

Tips

Supply chain management should be improved, which would bring down the total inventory cost, the benefit of which can, then, be passed on to the customers in the form of low pricing of products.

1.1.4 Retailer's Role in a Supply Chain

A person or an individual who tends to sell goods and services to customers either for their personal use or for their family use is known as a retailer. The role of a retailer is defined as a middleman whose job is to purchase products from the wholesalers and then sell the procured products to customers. The position of retailers in the sequence of distribution channel is a very significant one. They create a very important link in the products distribution. Without retailers one cannot imagine the movement of products from manufacturing locations to selling locations that is to the consumers who want to purchase goods from nearby shops of their choice. Due to direct communication with customers, retailers develop a strong personal relationships with customers and gradually they become aware of various tastes and temperaments of customers. As they are the last connecting point in the distribution channel, they are the one to bestow goods and services selling price. The role of retailers does not end here as they also solve the problems of other elements (i.e. wholesalers and manufacturers) of the distribution channel on one hand and of consumers on the other hand.



Fig. 1.3 Supply Chain Process

1.1.5 Retailer Creates Value

What is the need of retailers? Wouldn't it be cheaper and easier to purchase directly from the companies that produce the goods? The answer to these questions, is no. Though in certain situations, it may be cheaper and easier to purchase directly from the manufacturers, such as at a local vegetable market, retailers perform vital functions that enhance the value of the goods and services. They facilitate the distribution of goods and services for the manufacturers that produce them and sell them to the consumers.

Retailers perform the following value-enhancing functions:

1. Provide a wide variety of goods and services.
2. Break down bulk goods.
3. Hold inventory.
4. Provide services.



Fig. 1.4 A retail store employee stocking goods and putting price label

UNIT 1.2: Organised and Unorganised Retail

Unit Objectives

At the end of this unit, you will be able to:

1. Understand the concept of retailing
2. Differentiate between organised and unorganised retail.
3. Illustrate the difference between organised and unorganised retailing in India.
4. Discuss the paradigm of organised and unorganised retail in India.

1.2.1 The Retailing Concept

The four principles mentioned below form the retailing concept:

1. *Customer orientation:* Retailers decide the needs and attributes of the customers and try to fulfill these requirements to the fullest.
2. *Coordinated effort:* Retailers integrate their planning and activities for maximising their efficiency.
3. *Value-driven:* Retailers offer the best value to their customers. This implies that they have prices suitable to the level of products and customer service.
4. *Goal orientation:* Retailers set their objectives and then use business strategies to achieve them.



Fig. 1.5 Happy Customer

1.2.2 Organised and Unorganised Retail

India began its retail sector journey in the ancient times. In ancient times, there was an idea of weekly HAAT, where all the sellers and buyers met in a big market for bartering their products. It took quite a long time to get to the shape of modern retailing.

Over the years, there has been a gradual transition from traditional retailing to organised retailing, from small kirana stores to big super markets. Nowadays, consumers look for convenience of shopping with multiple choices at one place. And this has proved to be the driving force for organised retailing in India. Organised retailing has become an experience that features speed, style and comfort. It offers more choice, convenience and control to the customers. Organised retailing is continuously increasing its market share and can be divided into different sectors such as food, grocery, textiles, clothing, consumer durables, furniture, footwear, catering services, books, mobile handsets, jewellery, watches, etc.



Fig. 1.6 Organised Retailing



Fig. 1.7 Unorganised Retailing

Unorganised retail sector is described as an outlet that is run locally by the owner of a shop that lacks accounting and technical standards. The sourcing is carried out locally to meet the local demands. Unorganised retailing includes the traditional type low-cost retailing such as the local kirana shops, pavement vendors, paan/beedi shops, local convenience stores, etc. A high percentage of business of the Indian retail sector is run by the unorganised retailers.

Conversely, organised retailing defines the trading activities carried out by licensed retailers. It includes those who are registered for income tax, sales tax etc. It comprises the retail chains, the privately owned large retail outlets and hypermarkets.

Tips



The main advantage of unorganised retailing is consumer familiarity that runs from generation to generation. It is a low-cost structure. Unorganised retailers are mostly operated by owners, have very low real estate and labour costs and have low taxes to pay. Organised retail business in India is very small but has tremendous scope.

1.2.3 Differences between Organised Retail and Unorganised Retail

Differences between organised retail and unorganised retail are as follows:

1. In organised retail, the retail units provide a large assortment of products through its retail outlets. But in unorganised retail, very few choices of items are provided for sale.
2. In organised retail, the size of the retail outlet is very huge and store design and layout are very comfortable and pleasant to the customers. But in unorganised retail, the size of the outlet is small and generally proper design and layout of the stores is missing.
3. The total number of employees is very large in organised retail. But in the unorganised retail, the number of employees is quite low in comparison with organised retail.
4. In organised retailing, the capital requirement and investment is quite high. The unorganised retailing does not need high capital requirements or investments.
5. The organised retail consists of enterprises and places of work where work is regular and people have assured employment. In contrast, the unorganised retail comprises small scattered units which are characterised by temporary employment.
6. In organised retail, the business unit is generally run as a company whereas in the unorganised retail, the businesses are managed as proprietorship or partnership units.
7. In organised retail, the network of the retailer is very large with a large number of branches at different locations. But in unorganised retail, the business is restricted to a specific locality and is carried in a single unit.

1.2.4 Pattern of Organised Retail and Unorganised Retail in India

In India, there is a requirement for both organised and unorganised retailing. Both the types have their own merits and demerits.

The retail sector in India is evolving. The traditional retail format has been performing a vital function for the economic growth and is a major source of employment. However, it has a number of demerits as a result of which customers do not get what they desire and farmers often get very low prices for their produce. On the contrary, organised retail sector gives a wider choice of products to the customers and a comfortable shopping experience. It provides the farmers with a better option for selling their produce at a much better price.

Tips

The general idea and concept of shopping in India has undergone an incredible change in terms of the shopping format and the buying behaviour of the consumers. It has revolutionised the overall shopping experience. In India, modern retailing has ventured into the retail market in the form of multi-storeys malls, huge shopping centres and large complexes that provide shopping, food and entertainment all under one roof.

Notes

UNIT 1.3: Types of Organised Retail Formats

Unit Objectives

At the end of this unit, you will be able to:

1. Explain the various types of retail formats.
2. Describe retail store operations.
3. Compare store format and non-store format.

1.3.1 Retail Formats

The retail format refers to the store 'package' that the retailer presents the customers. A format is described as a kind of retail mix that is used by retailers.

Each retailer should identify and evaluate the major reasons of growth, the profile of the customers and their expectations. Retailers also assess the nature of challenges and competition in the market. After that, the retailers choose the elements of the retail mix for satisfying the needs of the customers more efficiently than their competitors. The selection of retail mix elements enables in deciding the type of structure or format of business.

Retail formats can be divided into two types: (1) Store format and (2) Non-store format.

Store format: Store formats are the structures based on the concept of physical store where the vendor communicates with the customers who come to purchase goods at the store. A department store, malls, convenience store, discount store, and super markets are a few examples of store format.



Fig. 1.8 Shopping Mall

- **Department stores:** A department store describes a large store with a wide assortment of products divided into departments such as apparels, furniture, housewares, toys, appliances etc. The value proposition of department store is a one-stop shop catering to a variety of consumer requirements.
- **Super market:** Super markets are enormously huge self-service retail outlets with the same value as that of the department stores. It provides a one-stop shop fulfilling a variety of consumer requirements.
- **Hypermart:** Hypermart is bigger than a super market with a warehouse outlay. These stores provide vast options to the customers at low prices and include services such as cafeterias and food stalls. Big Bazaar is an example of hypermart.
- **Discount stores:** Discount stores present discounts on the retail products by selling in high volumes and benefitting from the economies of scale. The value proposition of discount stores is discounted prices and low prices.